

**Partnership for Haddonfield, Inc.**  
**Meeting Minutes – February 7, 2007**

Meeting Attendees:

Board members: Rob Kugler, Neal Rochford, Joann Verdi, Deena Gersh, Deb Hansen, Tony Scoleri, Susan Maslowski, Kerrie Bantivoglio, Beverly Lloyd-Aldeghi, Marlee Lick

Support Staff: Lisa Hurd, Vince Russo, Rosalie Shapiro

Excused absence: Mark Ruggerio

Unexcused absence: Guy Elzey

Minutes from the prior meeting were approved.

**Chairperson's Comments**

Rob Kugler noted that decorative flags are being displayed along Kings Highway, and thanked the Marketing Committee for their efforts in getting these flags produced and installed. Rob also commented that it is important to continue to think positively.

**Treasurer's Report**

Vince Russo reviewed the Treasurer's Report as of December 31, 2006. This is the final report for 2006 and the 2006 books will be closed as of January 31, 2007.

We currently have a balance of \$149,623 in Checking/Savings accounts.

The Profit & Loss statement shows a current net income figure of \$114,208 for the year. However, \$5,400 will need to be encumbered for Streetscapes, reducing the net income figure for 2006 to \$108,208.

Vince mentioned that the operating account has a negative balance because bills for 2007 are being paid from current funds. The operating account will show a positive balance when the assessment in the amount of \$62,500 is received from the Borough in February. A motion was passed to accept the Treasurer's Report.

**The mission of the Partnership for Haddonfield is to provide leadership that produces the best downtown in the region by creating and promoting a superior business mix, and enhancing the image of Haddonfield in the marketplace.**

## Committee Reports

### **Professionals Committee** (Mark Ruggerio/Kerrie Bantivoglio)

Kerrie Bantivoglio stated that the breakfast networking meeting that was being considered for early February has been tabled. The Committee is working on new ideas and venues for these types of activities.

A motion to add Ann Lawson from The Bank as a member of this Committee was passed.

### **Marketing Committee** (S. Maslowski/M. Lick)

Susan Maslowski mentioned that several marketing activities are underway:

- 1) Ads will appear in the *Courier Post* for 2 consecutive Sundays
- 2) *Love is in the Air* kicks-off on February 10<sup>th</sup>
- 3) Ads for *Love is in the Air* will be included in the full run of the *Sun* newspapers
- 4) South Jersey Tourism is planning a *Ride the Rails* promotion and a reporter will be spending time in South Jersey. A Welcome Basket is being assembled to represent Haddonfield Shopping. This is a key Public Relations opportunity for PfH.

### **Business Support** (J. Verdi)

Joann Verdi commented that the Retailers' Roundtable event that was held on Thursday, January 25<sup>th</sup> at Tavistock Country Club had 45 attendees. Guest speakers included Lisa Muir, who is a Merchandising Design Consultant, and Mindy Ambrosino, who is a Event and Retailing Specialist. At this seminar, retailers were encouraged to have their businesses open 7 days a week.

As a follow-up to Lisa Muir's suggestion that "A Coffee and Conversation" gathering be held in a different location each month before the start of business, the first of these monthly events will be held on Thursday, February 15<sup>th</sup> from 9am – 10 am at Benjamin Lovell Shoes. Little Shop has agreed to host the March gathering, and Mane Stop volunteered to host a get-together as well.

Lisa Hurd presented a Retail Retention Program which will offer grants in the form of expense reimbursement to existing retailers for exterior enhancements, interior enhancements/merchandise display, and interior fit-out costs associated with re-location or expansion.

Eligibility requirements include: 1) retailer must have been open for at least one year; 2) retailer did not receive funding under the PfH New Retailer Incentive program; 3) retailer must agree to be open 7 days per week.

A motion was passed to implement this program.

Lisa presented an Executive Overview of the funding request for Polished Plate, a start-up enterprise that will feature unique stemware, table linens, and other dining accessories. Funds requested included a rent subsidy of \$2,000 representing one month free rent and \$4,330 for fit-out expenses for a total outlay of \$6,330.

Lisa mentioned that the contract will include a clause that requires reimbursement to PfH if Polished Plate permanently ceases to operate its store within a year of opening.

A motion was passed to fund Polished Plate for the amount of \$6,330.

### **Administration Committee (R. Kugler)**

Rosalie Shapiro briefly reviewed the final 2007 Budget document. The revenue figure of \$345,940 was broken down into the following expenses: \$152,260 for Retail Recruitment and Retention; \$127,500 for Marketing and Public Relations; \$37,180 for Administration; \$20,000 Committee for Professionals; and \$9,000 for Streetscapes.

Rosalie pointed out that two (2) line items were added for Administration; the first being Credit Card and Bank Fees, and the second is labeled Clearing Account to handle transactions that have no impact on the PfH budget but need to be accounted for (e.g. gift certificates).

A motion to accept this budget and forward to the Commissioners was passed.

On February 13<sup>th</sup> the Commissioners will introduce this budget for approval.

Rosalie commented that the Administration Committee recommended that the process for selecting incentive program grantees be strengthened by including two (2) additional activities in the process: 1) The Business Support Committee to interview the person applying for a grant; 2) that Vince Russo, Treasurer, perform a financial review of the application.

Rosalie also commented that M. Mercanti-Anthony, Board of Education, will be a guest at the March meeting.

### **Streetscapes (B. Lloyd-Aldeghi)**

Beverly Lloyd-Aldeghi commented that New Crossing signs were a welcome addition to the appearance of Kings Highway.

A motion to add Deb Hansen as a member of this Committee was passed.

Beverly stated that one additional board member was needed on this Committee.

Beverly circulated a copy of a letter to the Landlords and Merchants that asked for their help and cooperation in maintaining the appearance of the sidewalks and tree wells in the Haddonfield business district. Committee members are distributing this letter to all businesses downtown.

### **Borough News (R. Schwab)**

The Information Center has new hours and will be open 7 days a week, including Sunday.

### **Board of Trustee Comments**

Lisa Hurd reiterated her concerns about the negative attitudes of some of the retailers in town, and suggested that board members make it a point to welcome new stores in town.

### **Public Portion**

Kirk Peterson proposed that the Marketing Committee consider sponsoring a book festival, a restaurant festival, and encourage stores to stay open later in the evening.

Cheryl Squadrito stated that event coverage will be published in *SJ Magazine*, *Philadelphia Business Journal*, and the *Philadelphia Inquirer*.

**Next Meeting: Wed, 03/07/07 8:30 am – 9:30 am, Borough Hall, Large Auditorium**

Respectfully submitted, Rosalie Shapiro

02—07-07 pfh

minutes